

In the Claims

Please amend Claims 1- 17 and 19 - 21 as follows:

1. (Currently Amended) A business system, comprising:

a business organization;

~~an electronic core business having a customizable purchasing platform;~~

a first Affinity partner having subscribers and having a customizable purchasing platform remote from the business organization;

a plurality of e-tailers ~~affiliate organization providers~~ remote from the first Affinity partner ~~core business~~ each enabled to identify a purchasing said subscriber, provide a good or a service for purchase to the subscriber, and provide a royalty to the business organization as a function of the subscriber purchases; and

wherein the ~~core business~~ organization is enabled to receive the royalty from the e-tailer when the subscriber directly makes a purchase from the e-tailer. ~~to allow the members of the first Affinity partner to electronically make purchases directly from each of the affiliate organization providers via the core business without using the core business.~~

2. (Currently Amended) The business system of claim 1 wherein the business organization is enabled to distribute a portion of the received royalty to the first Affinity partner ~~affiliate organizations are each enabled to provide a royalty back to the core business as a function of the purchases made by the members with the affiliate organization provides.~~

3. (Currently Amended) The business system of claim 2 ~~+~~ further comprising a second Affinity partner having subscribers remote from the business organization that is electronically associated with and is subset of the first Affinity partner, wherein the business organization is enabled to distribute a portion of the received royalty to either or both of the first Affinity partner and the second Affinity partner.

4. (Currently Amended) The business system of claim 3 wherein the customizable purchasing platform is configured such that the subscriber member of the second Affinity partner can access a web site associated with the customizable purchasing platform.

5. (Currently Amended) The business system of claim 4 wherein the web site is configured such that when the subscriber member of the second Affinity partner accesses the web site associated with the customizable purchasing platform, the web site appears to be a web site of the first Affinity partner or the second Affinity partner.

6. (Currently Amended) The business system of claim 1 wherein the e-tailers are enabled to ~~affiliate organization providers~~ ship the purchased goods or services directly to the purchasing subscribers member.

7. (Currently Amended) The business system of claim 1 wherein the customizable purchasing platform is enabled to electronically links the subscriber of the first Affinity partner to a web page of the ~~affiliate organization provider~~ by:

storing a web page template;

customizing the template to create a first Affinity partner or a second Affinity partner web page; and

displaying the first Affinity partner or the second Affinity partner web page to the subscriber member when the subscriber member accesses the purchasing platform.

8. (Currently Amended) The business system of claim 3 wherein the subscriber is enabled to ~~member accesses the affiliate organization provider~~ an e-tailer web page via a click-through from a web page associated with the first Affinity partner or the second Affinity partner.

9. (Currently Amended) The business system of claim 1 wherein the ~~core~~ business organization is enabled such that ~~no~~ funds transferred from the subscriber member to the e-tailer organization provider are not handled by the ~~core~~ business organization.

10. (Currently Amended) The business system of claim 1 wherein the first Affinity partner is adapted to receives a stock option in the ~~core~~ business organization as a function of a volume of purchases members generated by the first Affinity partner subscribers member ~~via the core business~~.

11. (Currently Amended) The business system of claim 3 wherein the secondary Affinity partner is adapted to receives a stock option in the ~~eore~~ business organization as a function of a volume of purchases ~~members~~ generated by the second Affinity partner subscribers ~~member via the~~ ~~eore business~~.

12. (Currently Amended) The business system of claim 10 wherein the first Affinity partner is adapted to receives a dividend as a function of the received stock options.

13. (Currently Amended) The business system of claim 11 ~~3~~ wherein the secondary Affinity partner is adapted to receives a dividend as a function of the received stock options.

14. (Currently Amended) The business system of claim 3 wherein a percentage of a residual income of the ~~eore~~ business organization is distributed to the first Affinity partners and secondary Affinity partners.

15. (Currently Amended) The business system of claim 1 wherein all the royalties ~~residual net profits~~ of the ~~eore~~ business organization are distributed to the first Affinity partner as a function of stock ownership in the ~~eore~~ business organization.

16. (Currently Amended) ~~In a system, a~~ method of building a core business on the internet, comprising:

enlisting a first Affinity partner having a plurality of subscribers to the core business
~~members to the system;~~

enlisting at least some of the first Affinity partner ~~members as a~~ subscribers to the
core business system and; and

enlisting a plurality of e-tailers to the core business affiliate organization providers to
offer a good or service for electronic purchase directly to the first Affinity partner subscribers
~~subscriber via the system~~ without using the core business, the e-tailers distributing a royalty to the
core business as a function of the electronic purchase a third party.

17. (Currently Amended) The method of claim 16 further comprising enlisting a
secondary Affinity partner to the core business system, the secondary Affinity partner being a subset
of the first Affinity partner, the secondary Affinity partner having a plurality of subscribers ~~members~~
being enabled to electronically purchase a good or service directly from the e-tailer without using the
core business affiliate organization provider via the system.

18. Canceled

19. (Currently Amended) The method of claim 17 further comprising providing a stock
option of the core business to the first Affinity partner or the second Affinity partner as a function of
a volume of subscribers ~~members~~ enlisted by the first Affinity partner or the second Affinity partner
~~via~~ to the core business.

20. (Currently Amended) The method of claim 17 further comprising providing a portion of the profits of the core business to the first Affinity partner or the second Affinity partner as a function of their ownership in the core business.

21. (Currently Amended) An electronic purchasing platform, comprising:

a core business;

means enabled to allow a subscribers ~~member~~ of an Affinity partner to electronically make a purchase directly from a plurality of e-tailers without using the core business ~~remote affiliate organizations without using a third party; and~~

means enabled to provide royalties from the e-tailers to the core business as a function of the purchases; and

means enabled to allow the Affinity partner to receive a portion of the royalties from the core business ~~each of the affiliate organizations~~ as a function of completed said purchases ~~and distribute a portion of the royalties to the Affinity partner.~~